



Astutis.

Health and Safety Report

2021



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Introduction

In this special report, we have surveyed global industry-leading companies for their insight on Health and Safety training.

In the past twelve months, training methods have rapidly developed since the COVID-19 pandemic began. The emergence of online/virtual learning, attitudes towards health and safety and why certain course providers are picked over others are fundamental areas for improving training in the future.

The report will find how companies and their workforce feel about health and safety training and better understand its impact. We examine how training budgets have changed, for good or worse, and the effects of potential changes. Furthermore, we will understand whether the attitudes towards different training methods have altered and how restrictive possible budget constraints are on training. This report will also underline the core factors, features and challenges in choosing training.

We will find that a global trend towards online and virtual training enables intuitive teaching techniques enhancing health and safety training with more pro-active learning. Virtual forms of training introduce progressive, engaging forms of assessment for learners, putting more impetus in their hands. The report will also emphasise that health and safety are seen as an imposing cultural hurdle companies look to overcome. This report finds that this hurdle is no longer just a compliance check but a workplace philosophy heavily desired by companies worldwide.

This report circulates a comprehensive data-supported paper on learning to enhance the global understanding of health and safety training.

Key Report Findings

62% see the primary objective of the training is improving culture.

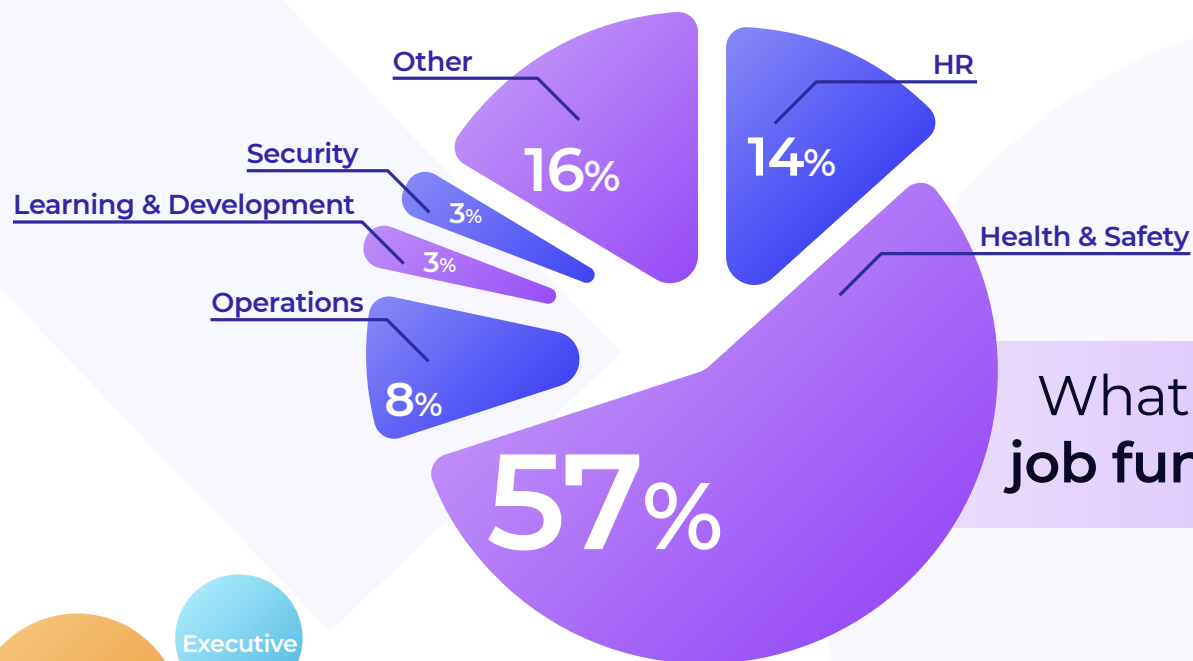
67% believe the most significant influencing factor over picking training is learning outcomes.

81% see the most crucial feature of a course provider is its engagement and learner experience.

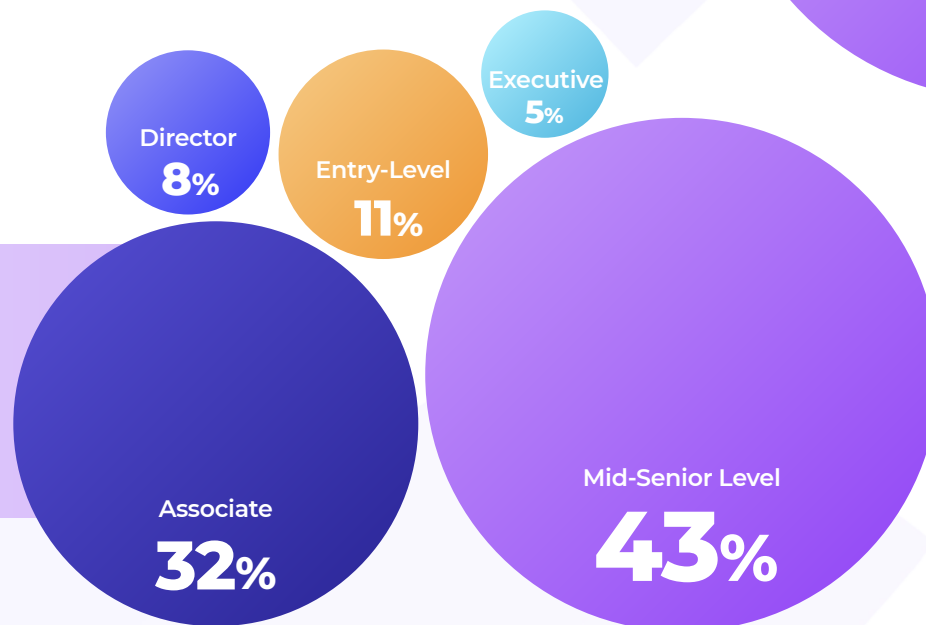
Methodology

This report comprises qualitative research conducted in the latter stages of 2021. We have surveyed respondents asking for their job role and management level to understand better how people in different levels of power view topics in and around health and safety training.

Due to some questions having multiple choice answer options, not every graph will come to 100%.



What is your level of seniority?



Health and Safety Redefine Culture

For years, attitudes towards health and safety have made it harder to push standards forward. In trying to put COVID-19 in society's rear-view mirror, this is not acceptable anymore.

Based on the events of the past twelve months, we know companies view health and safety training as more important than ever. **57% of our respondents revealed that**

health and safety is treated as a top priority inside their organisation. The biggest challenge for everyone must be to ensure health and safety remains a top priority for the long term, not just the short term.

In our research, employers insist that one of the biggest challenges in arranging health and safety training is that employees take the training seriously. Laidback attitudes

towards health and safety cause serious workforce accidents; inability to follow health and safety protocols means health and safety in-compliance and could cause corporate reputational damage. Intending to change employee attitudes and a shift to online training, companies find that training providers are revolutionising training techniques.

How high of a **priority** is HSE training at your organisation?

It's of top priority and a key strategic element of how we operate

57%

We ensure that our people are certified and develop their HSE skills

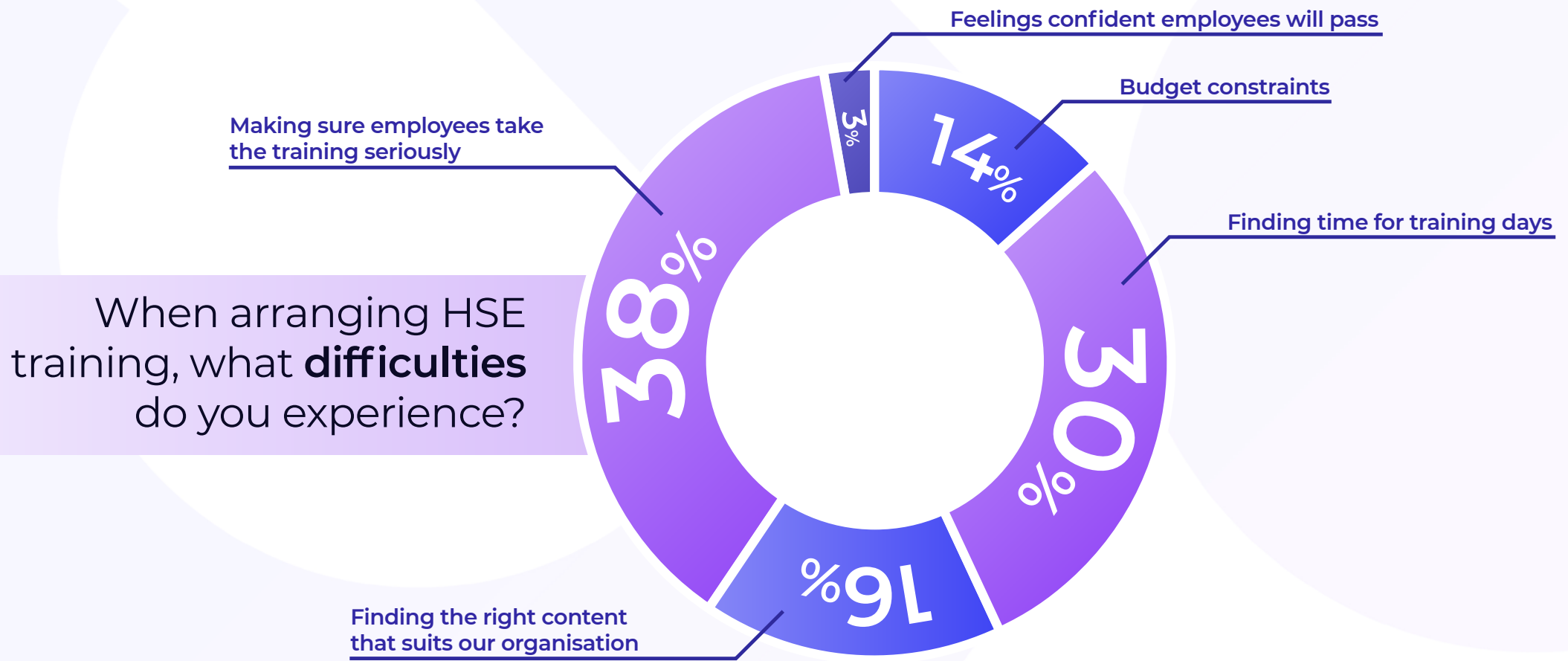
38%

We meet our legal responsibilities

5%

Health and safety redefine culture

Our research solidifies what we anticipated was correct. Companies are taking steps to push forward, becoming more health and safety compliant than ever before, with more impetus on a health and safety-oriented culture. **38% of our respondents revealed the biggest challenge is ensuring employees are motivated or understand the importance of the training.**



Health and safety redefine culture

We know there is still work to be done to ensure attitudes towards health and safety. That work is being translated into a growing, progressive and positive perspective. Companies now see health and safety compliance not as just another box to tick but as a cultural hurdle to overcome. **61% of our respondents believe the primary objective of their health and safety training is to improve culture towards H/S.**

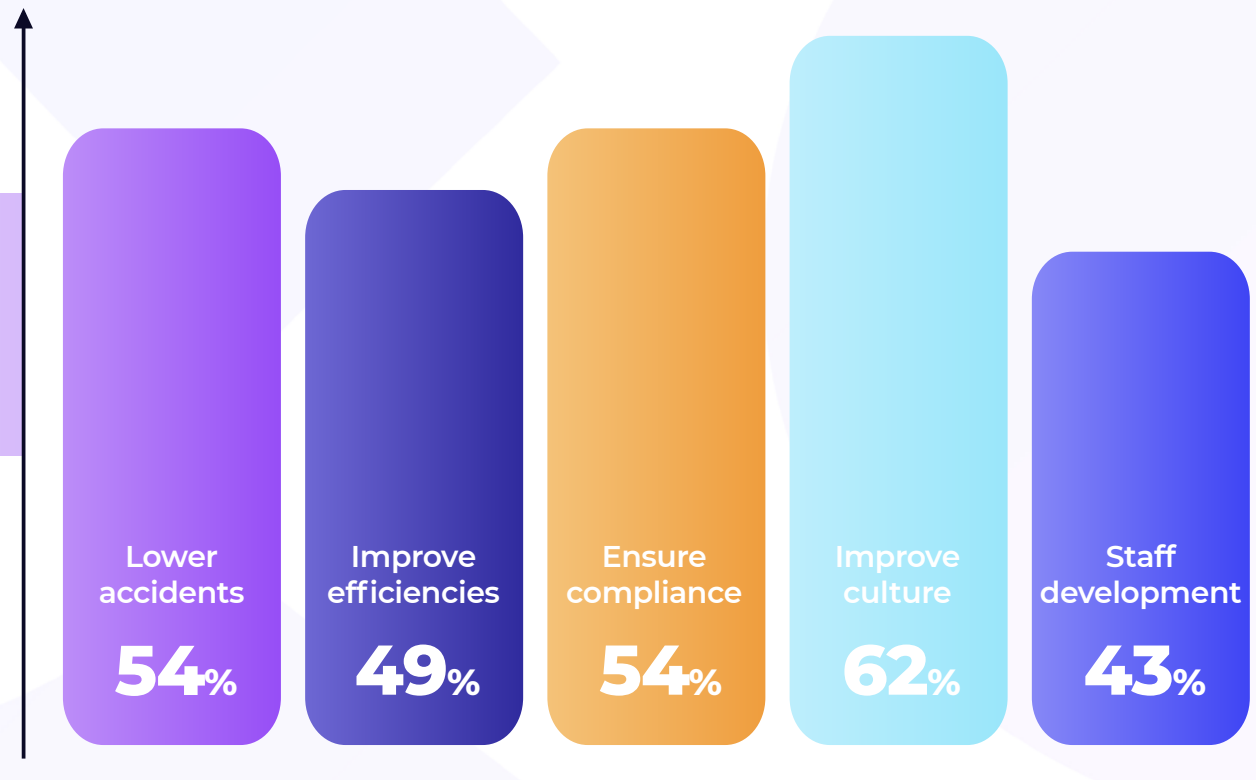
What are your current health and safety challenges?



Health and safety redefine culture

Interestingly, our respondents reveal that this cultural hurdle is more critical than other factors involving staff development. When asked, **‘what are your primary objectives for HSE training?’**, our respondents put **changing culture above lowering accidents (54%) and ensuring compliance (also at 54%)**. From this, we should remember that COVID-19 has positively evolved corporate attitudes towards health and safety, making it a more prominent factor for the future.

What are your
primary objectives
for HSE training?



Health and safety redefine culture

The pandemic pushed future standards for not only health and safety training but also the demand for it. Companies will always view statistical reductions in workplace accidents as the primary indicator of health and safety training success when it comes down to the bottom line. Our research supports this theory with **54%** of our respondents relaying this hypothesis. However, extreme attitudes from management positions have resulted in more weight in the workforce's opinions. Our research concludes that there is a growing demand for employee feedback and satisfaction from their health and safety training, with it becoming an emerging measurement of success. **32% of our respondents claim that their company value employee satisfaction and feedback as the most important measurement of training success.**

What **KPI's** do you use to **measure success** of training?



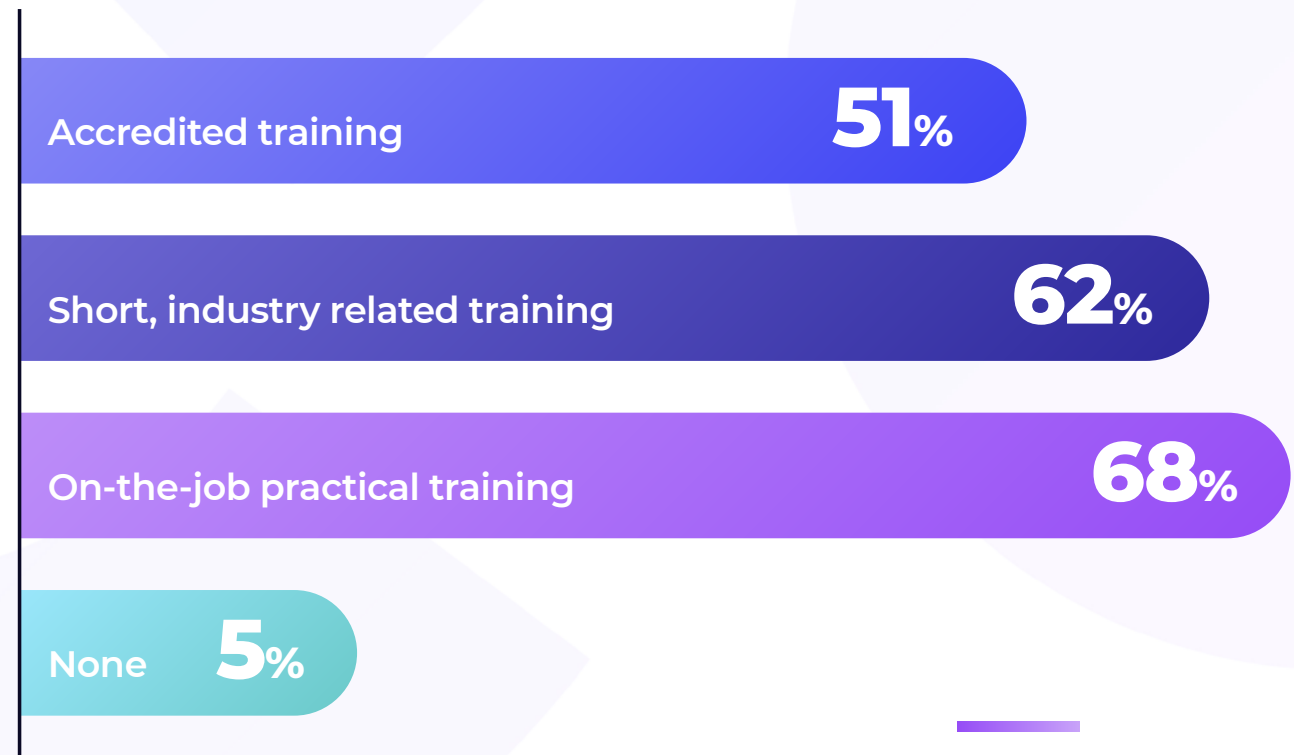
Choosing Health and Safety Training

One of the most significant achievements of this report is understanding better what drives vital decisions when choosing health and safety training. Understanding why companies pick a specific training format, for instance, can help improve the qualities of other forms. Having a better understanding of all facets of training demand will only improve training for the future.

Our research found that the demand for new, practical on-the-job training is very prominent. **68%** of our respondents say their company undertakes more workplace-based training than other forms. The need for work-based training surpasses the demand for quick industry-related training at **62%**. Interestingly, the large amount of on the job training could result from **30%** of our respondents claiming finding the time to arrange health and safety training is difficult. Furthermore, our research tells us that companies progressively seek practical training rather than quickly putting employees through faster, shorter courses.

In short, companies care more about the experience of their employees rather than cheaper, time-efficient training.

What training activities do you undertake?



Choosing Health and Safety Training

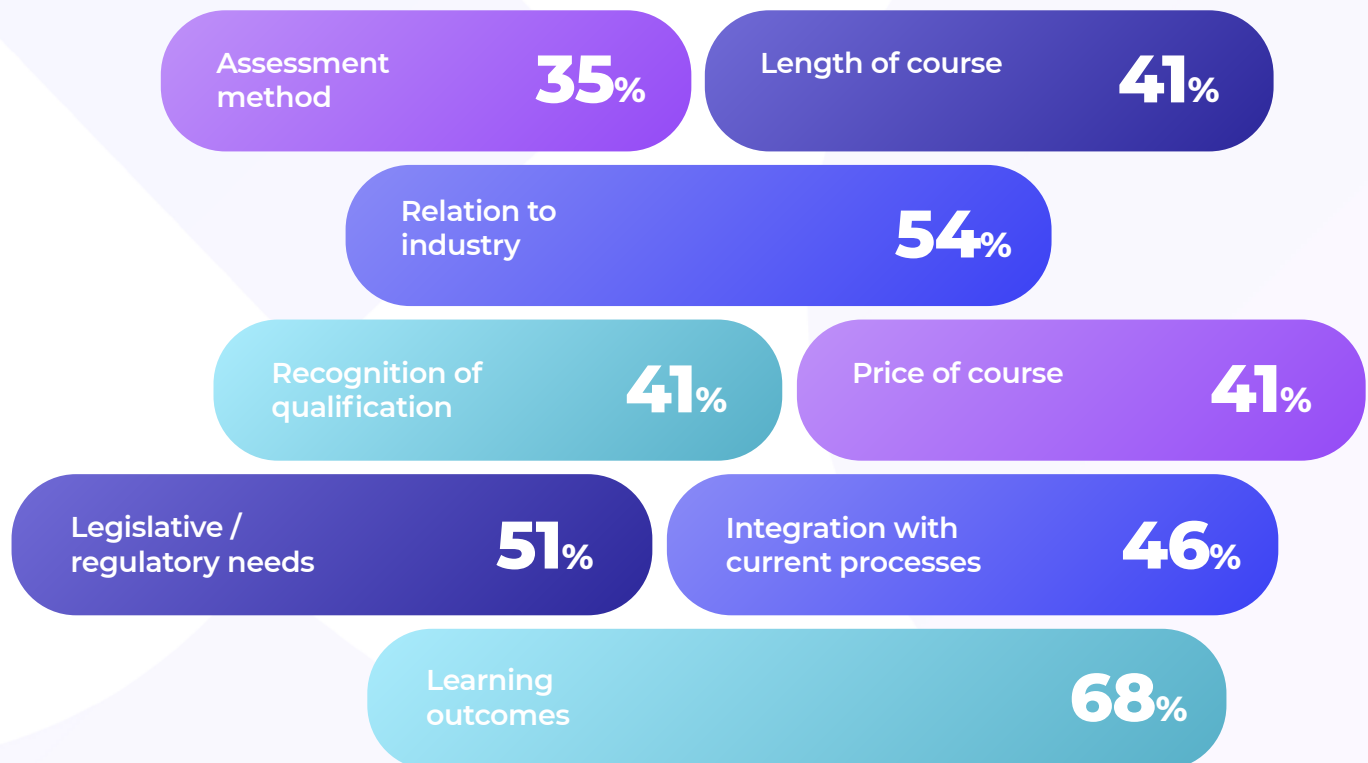
According to our research, many incredibly influential factors help companies pick the correct health and safety training.

68% of our respondents believe that the most critical is learning outcomes.

Unsurprisingly, choosing the course which promises to provide the most expansive and most accomplished toolset for learners is top of the list. **Interestingly, 59% of our respondents believe companies pick these courses with little thought on course length.** We now know that companies strive to provide their workforce with the best training, despite its size.

Course features such as tutor access and experience and reputation have always been critical factors in choosing the proper training for workforces. Companies have always needed to know their workforce is receiving the most competent and reputable available; this will never change. However, our research concludes that it is not the most essential feature for employers when choosing training.

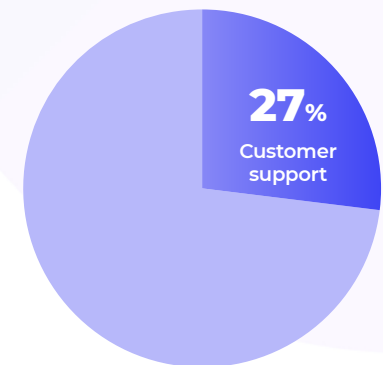
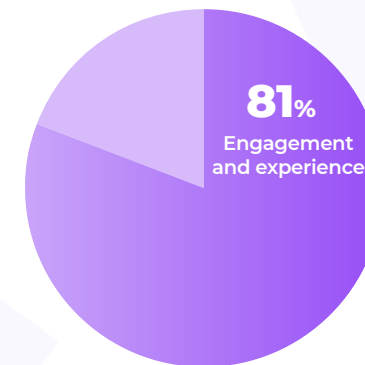
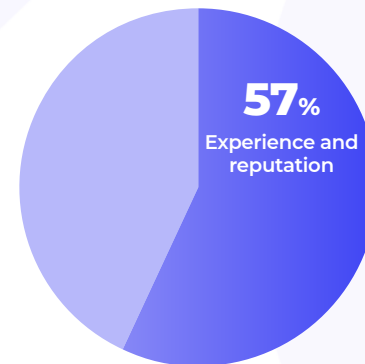
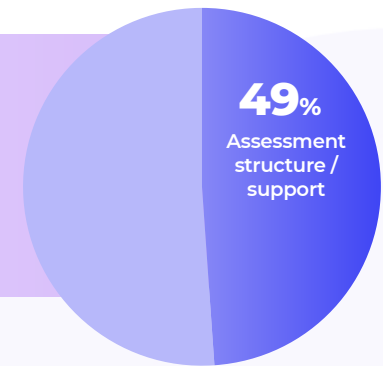
What **factor(s)** influence your choice of training course?



Choosing Health and Safety Training

81% of our respondents cite learner engagement and experience as the most critical workplace health and safety training feature. We knew learning outcomes were and continue to be essential in deciding the correct training. We now know that companies feel that if their workforce has the best experience and engagement, it will maximise learning outcomes. This thought process is emerging, with several academic reports citing learner joy and engagement as imperative to achieve learning outcomes.

What is the **most important feature(s)** you look for in a training course provider?



In *'The Neuroscience of Joyful Education'*, Judy Willis argues that providing **"emotional comfort"** with a safe, engaging learning environment will give students the best chance to learn and achieve their goals. Willis also concludes that:

superior learning takes place when classroom experiences are enjoyable,

moulding the learning to the lives of learners. The most flexible learning method capable of accommodating this unique profile is online learning.

The Emergence of Online Training

Whether it be spiritual or physical, the idea of improving oneself was one of the most significant trends during the past year. All of the improvement was remote due to the pandemic. More than ever before, people embraced the problematic situation. They downloaded exercise apps, language apps, or study apps, all collectively improving in different ways. Health and Safety training was no different.

Software like ZOOM and Google Classroom appeared to revolutionise the video-calling landscape. The lesson here is that online learning was becoming increasingly popular and that humanity would not be denied.

Social distancing and other COVID protocols eliminated all possibilities for in-person training. The emergence of online and virtual learning provided a platform for learners to study when nothing else was possible. According to our research over the past twelve months, a vastly significant amount of training shifted to online platforms. **57% of our respondents claimed their company moved their training to the online format, with 43% also revealing their company introduced virtual training.**



The Emergence of Online Training

There is evidence that online or virtual training was emerging before the outbreak—motivations behind switching vary, involving cost, accessibility, learner satisfaction, and flexibility. Our research shows that many companies adopted online or virtual training before and during the pandemic, but not as an alternative, as their training going forward.

Online training accommodates much more than just education. Some learners are shy, some learners are more independent, and some learners need home comforts to achieve their learning goals. Learners should not be grouped; each individual learns their way. The critical attribute of online learning is its fluid structure. Courses can be structured around specific learner needs; these courses can be studied at any hour, on any day. These courses attract learners who cannot fit their lives around classroom courses; instead, online learning fits around the lives of learners.

Most online learning providers ensure learners upon day one enter an ever-growing online neighbourhood of like-minded learners, all eager to achieve the same goal. Crucially, the sense of community is reached without the learner leaving their home or workplace, achieving the same classroom learning goals with a much higher rate of accessibility.

One big question looking towards the future is whether online training and its prominence are here to stay. Several academic reports conclude that online training is here for the long term, not just the short term.

If online learning continues to engage and educate learners with innovative techniques, the platform is very much here to stay.

A study conducted by **Wiley Educational Services** in 2020 concludes,



78% of online students who have also learned in a classroom setting feel their online experience was the same or better than their classroom experience. Overall, 79% of those who completed their online [course] agree or strongly agree that it was worth the cost.

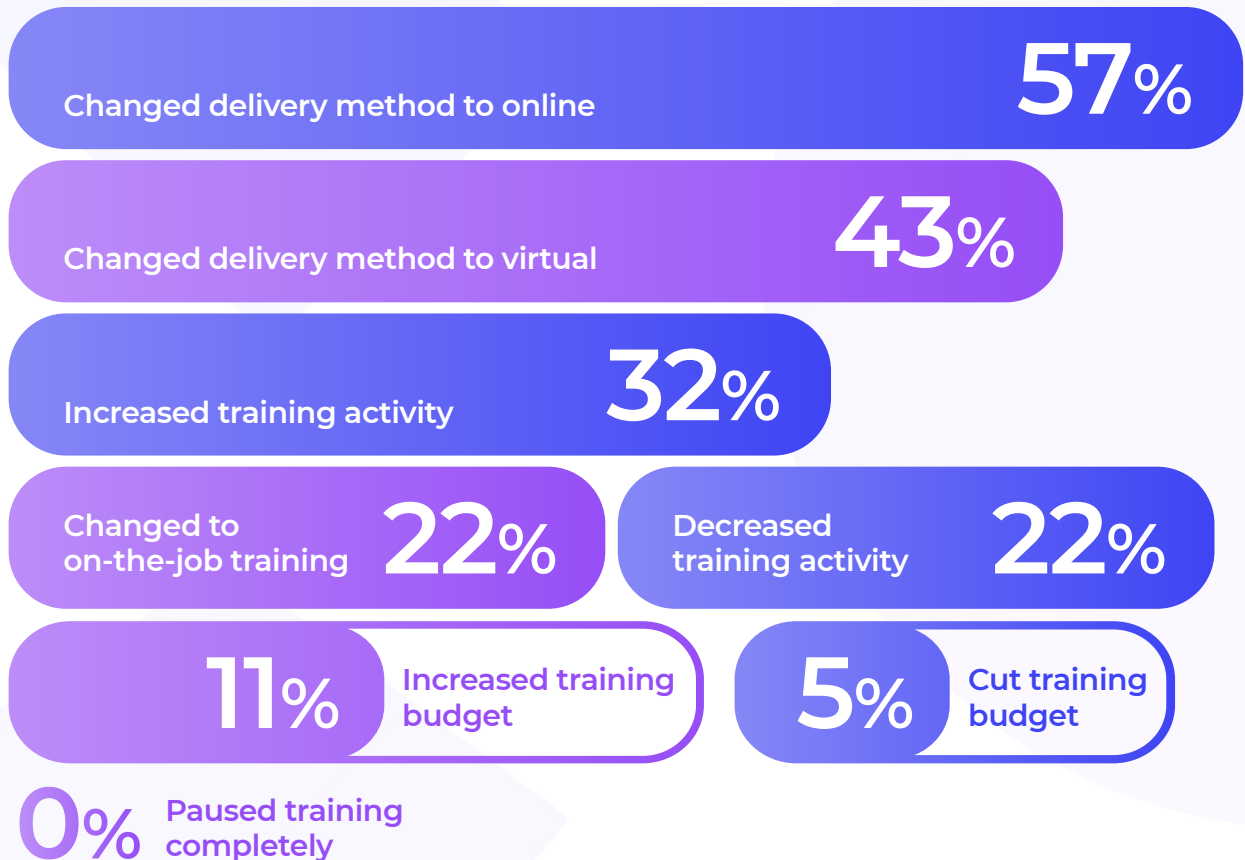


The Cost of Health and Safety

One interesting question was always how COVID-19 affected the budgets of health and safety training. Companies worldwide faced intense financial strain during the pandemic; how would all of this impact health and safety training budgets? More importantly, moving forward, how important do companies believe their health and safety training budget is.

From our research, we know that training budgets stayed the same or increased slightly despite the intense financial strain. It showcases companies worldwide took a proactive approach to put COVID-19 in our past. **Only 29% of our respondents said their company training budget had increased during the pandemic.** Companies did not change their health and safety training budgets, opting to keep normality and utilise budgets more cleverly. This report concludes that companies looked to strategically invest in more diverse training methods. With the emergence of online and virtual training, overhead costs went down, allowing for more investment in pro-active teaching techniques.

How has your **training** changed in the last 12 months?



The Cost of Health and Safety

However, it is not entirely plain sailing. There is a desire for a higher budget in some companies, enabling workforces to undergo a high standard of training. **43% of our respondents believe their health and safety training budget is not sufficient.** This, in turn, makes the overall census around this issue very divided.

When asking our respondents how happy they are with their current health and safety training on a scale of one to ten, the average number was **7.5**. This indicates that the disparity in budget satisfaction does not affect the approval of company training.

Do you feel your
budget is sufficient?

43%

No – we need more

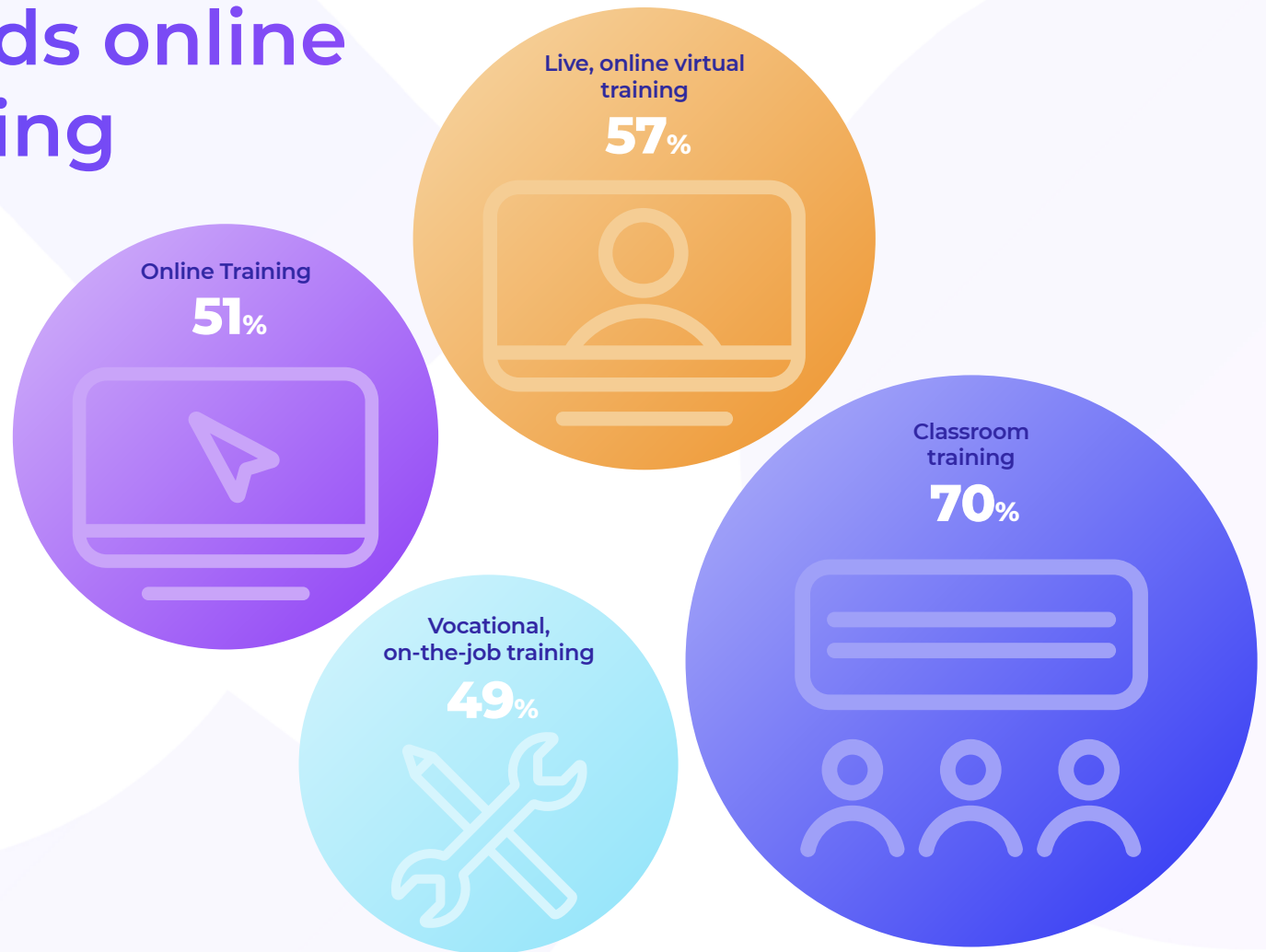
57%

Yes

Conclusions

The trend towards online and virtual training

Because of the impact of COVID-19, health and safety training evolved to digital formats. **57% of our respondents said their company changed their training method to online, meanwhile 43% said their training moved to a virtual format.** Classroom training is still the most undertaken form of training, with **70% of our respondents claiming their company uses it more than other learning methods.** However, new, radical pro-active forms of learning in virtual formats make virtual learning more appealing than ever before. This report concludes that in part to innovative teaching techniques and evidence conclusively showing online learner satisfaction at a consistent high, online learning is more than



Learner engagement and experience is critical

Companies value the engagement and experience of their workforce during their training more now than ever before. **67% of our respondents believe the most significant factor in choosing training is the eventual learning outcomes.** To further support this idea, our research suggests that companies believe that their training must be as engaging as possible for their workforce to maximise potential learning outcomes. **81% of our respondents cite engagement and learner experience as the most crucial feature in training.** We can now understand that companies are pro-actively seeking out training that is more engaging for their workforce. Companies are doing so believing that higher learner engagements equate to more learning outcomes.



The cultural revolution towards Health and Safety

One of the most significant conclusions to take away from this report is the cultural changes towards health and safety. For many years there has been a negative stigma towards health and safety, believing it is unnecessary or overbearing. Forward twelve months, and that stigma no longer exists. Our research suggests that companies worldwide are now beginning to fully understand the importance of high-quality health and safety training. **57% of our respondents view health and safety training as a top priority and see it as a critical strategic element of how their company operates.**

The pandemic inevitably played a significant role in redefining what societies idea of what health and safety means, which is reflected in our research. **61% of our respondents believe the biggest challenge facing training is changing culture and behaviour.** More than ever before, companies are taking steps to ensure their workforce is qualified and culturally compliant.



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